



CHARLOTTESM

Eastland Redevelopment Strategy Update

City Council Dinner Briefing
October 26, 2015

Agenda

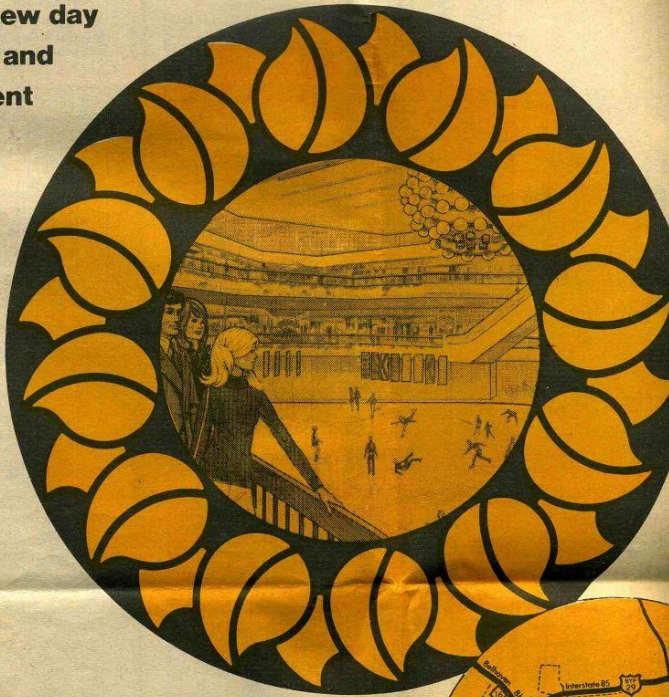
- Background
- Vision
- Next Steps

Eastland **Background**

Eastland Mall

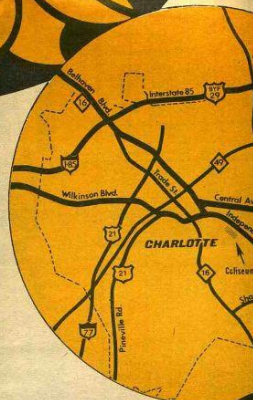
... a bright new day
in shopping and
entertainment

**NOW
OPEN!**



There is something new under the sun — Eastland! Its two-level, fully-climatized mall brings together a marvelous blend of 90 stores to serve you and your family — including Belk, Ivey's and J. C. Penney. But, that's just the beginning. It's a place to enjoy all day long, not only exploring the shops, but discovering such spectacular entertainment as the huge indoor ice rink as well. And there's a new dining experience around every corner. The beautiful courts are green with growing things and offer a genial place to rest or meet a friend.

Eastland is truly the dawn of a new day in central shopping pleasure and convenience. And every inch of it was planned with you in mind.



Opened in 1975



Strong Community Attachment



Signs saved by citizens (donated to EAST community group & stored for future use)

Council Members Autry and Kinsey with local artist Martique Lorry



1. Enhance the Perceptions of the Eastland Area and East Charlotte

Attract visitors from other areas with unique opportunities for employment, housing, retail, cultural activities, entertainment, quality of life/wellness

2. Unify Local Communities

Provide retail and service amenities for local residents of all demographics (e.g., grocery store, coffee shop, bookstore, restaurants) - Build on existing trend of the East side's cultural diversity & international communities

3. Create Connectivity and Walkability for Surrounding Neighborhoods

Integrate development into the existing Central Avenue corridor - Promote connectivity to downtown by strengthening relationship to mass transit options - Increase safety through active streets

4. Take Advantage of Natural Features

Development of dedicated and flexible Open Space to include restoration and/or development of existing natural water feature to reinforce natural site connections, marketability and quality of life

5. Create Opportunity for Civic Development

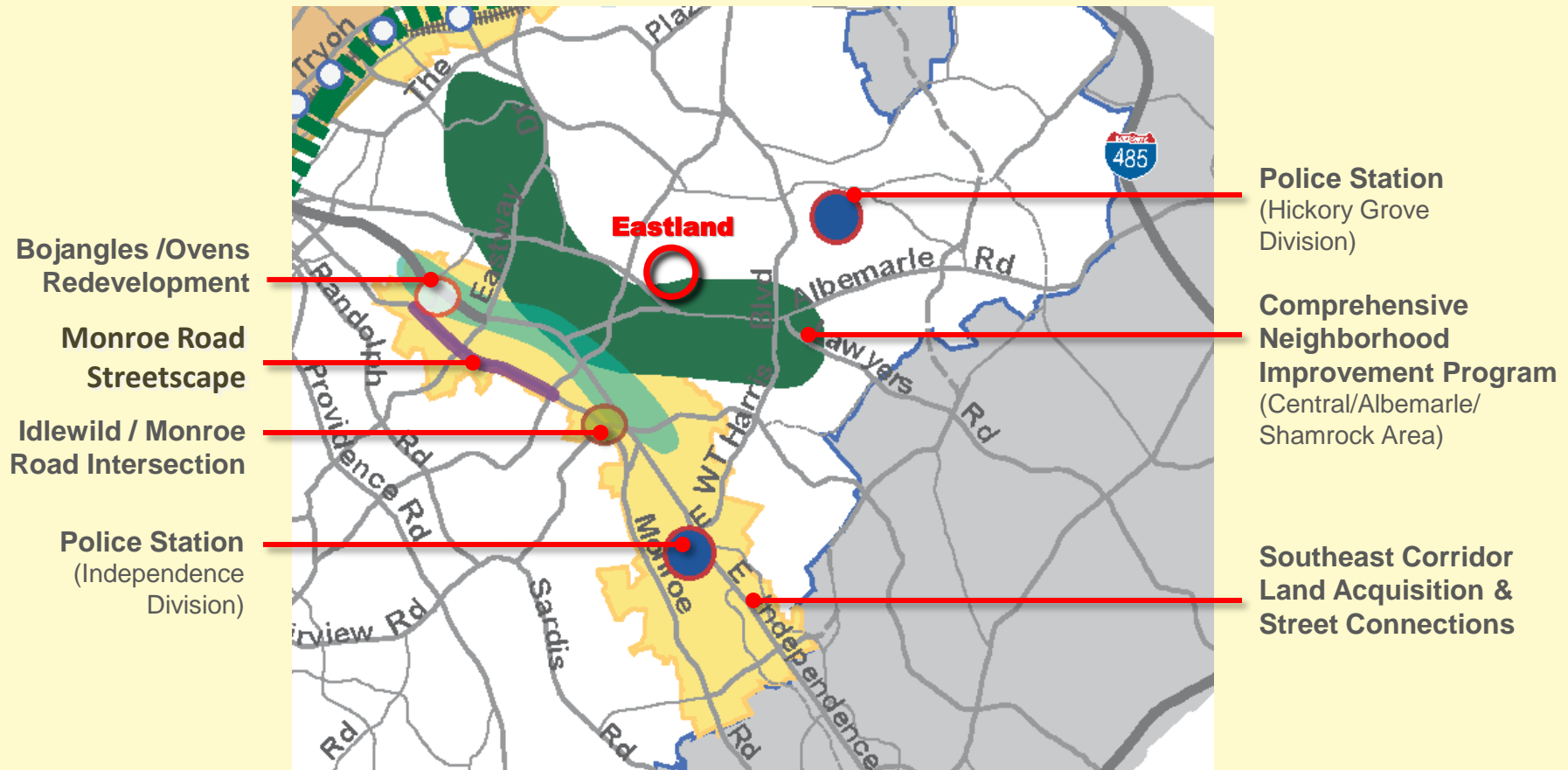
Incorporate school, community center, athletic and recreation facilities, "Express Y"

Not just about the 80 acres...

Uptown

Eastland

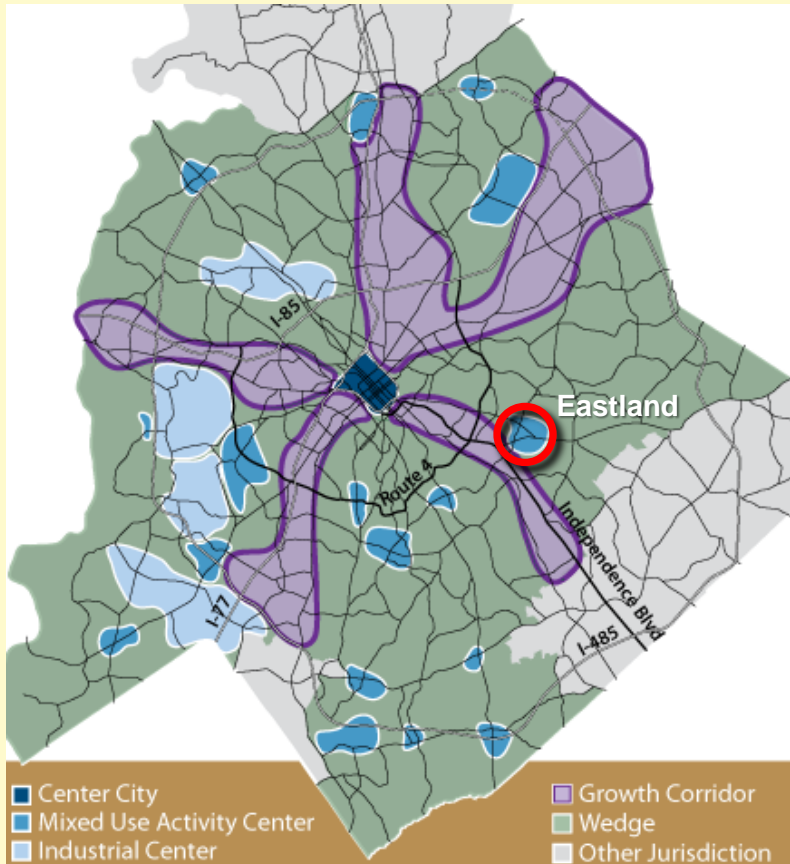
2014–2020 Community Investment





Eastland **Vision**

Charlotte's Growth Framework



Placemaking: Mixed Use Activity Centers

- Mix of housing, retail, employment & civic uses
- Pedestrian-oriented form, interconnected streets & blocks
- Multi-modal transportation
- Public parks and open spaces
- Sustainable design – stormwater, & natural resource conservation

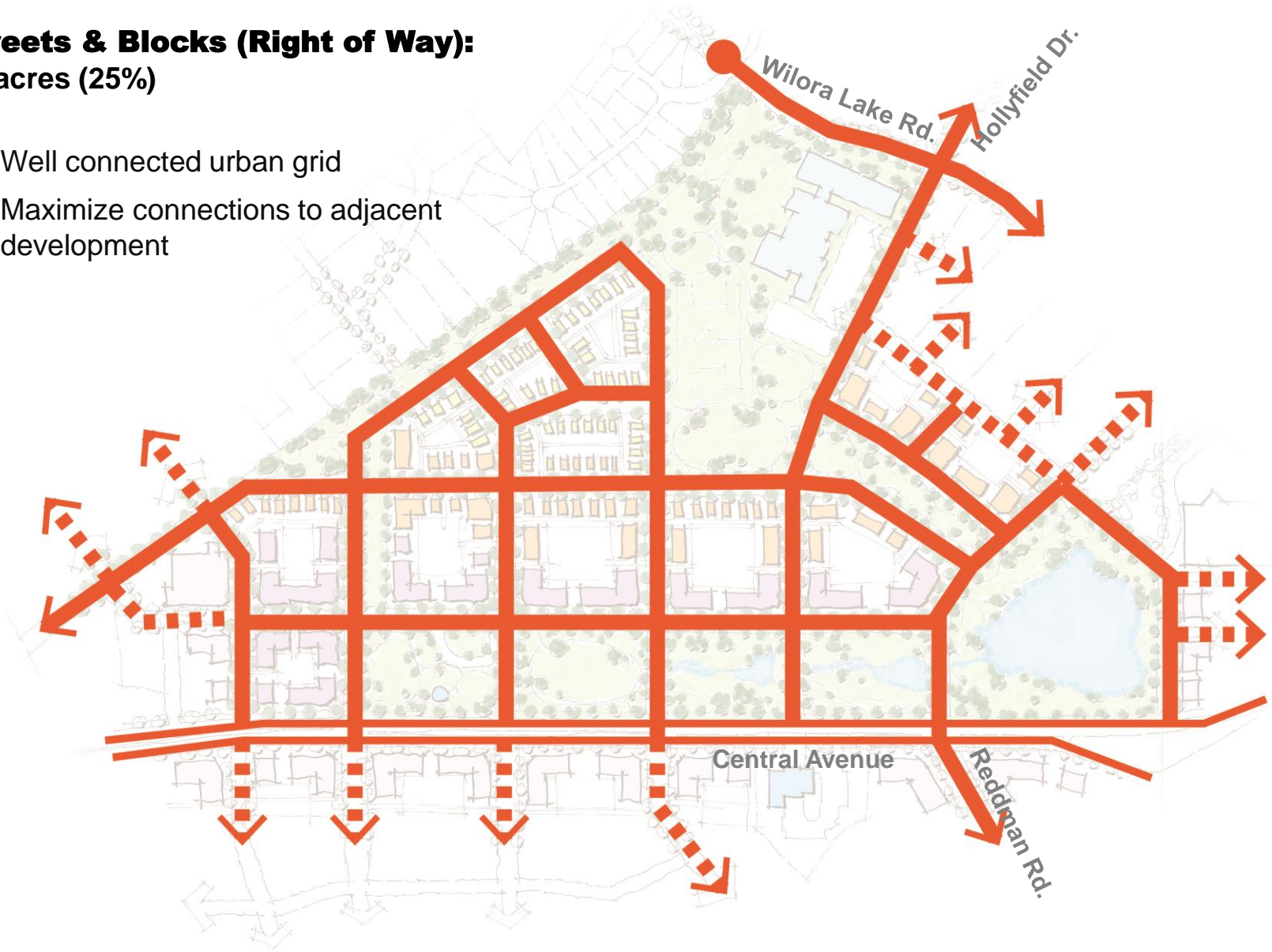
Concept Plan

| | |
|---------------|-------------------------|
| Open Space: | 22 acres (27.5%) |
| School: | 12 acres (15%) |
| Development: | 26 acres (32.5%) |
| Right of Way: | 20 acres (25%) |
| | 80 acres |







Streets & Blocks (Right of Way): 20 acres (25%)

- Well connected urban grid
- Maximize connections to adjacent development



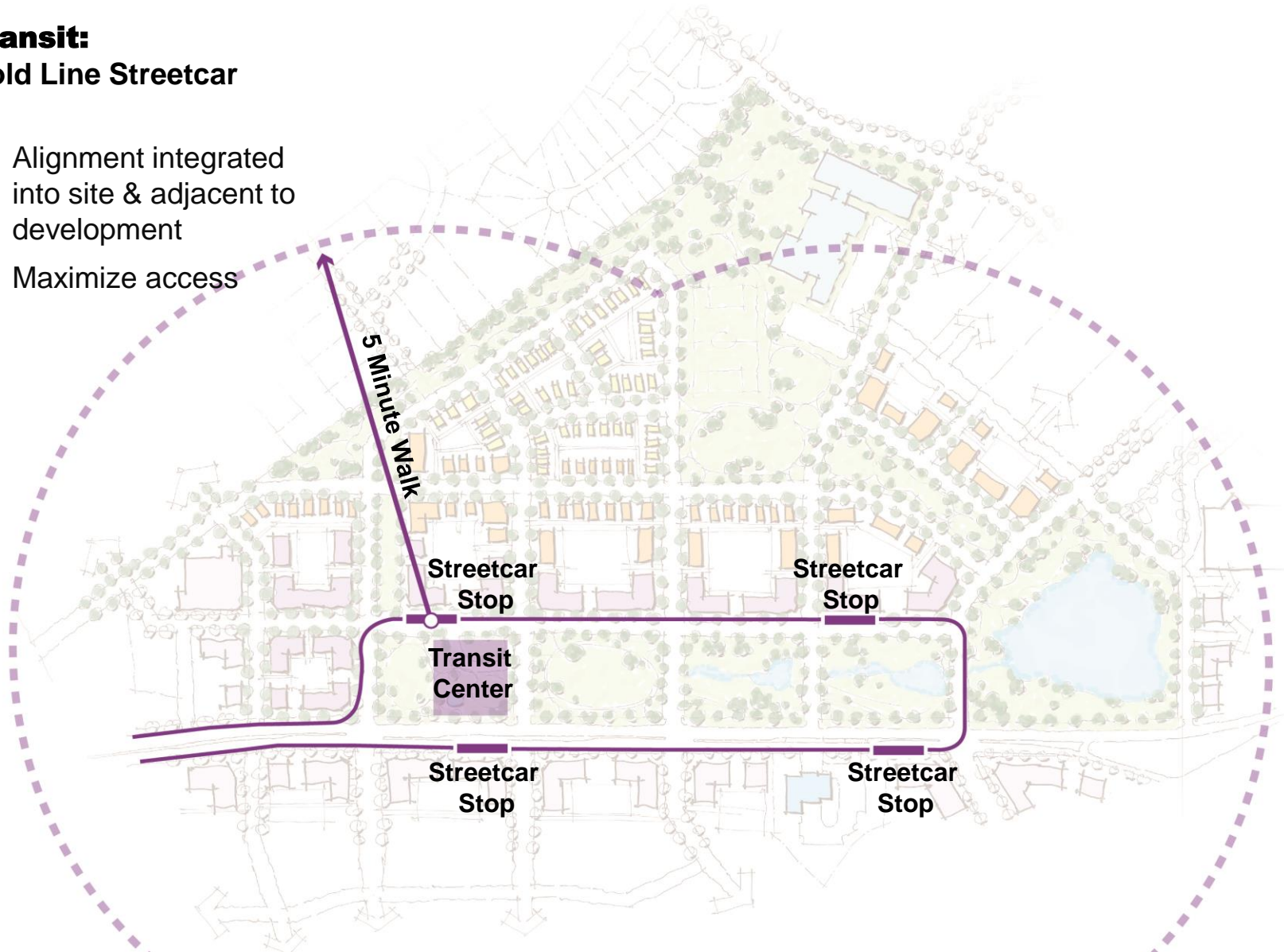
Development:
26 acres (32.5%)

-  Mixed Use (Retail, Office, Multifamily)
-  Medium Density Residential
-  Medium-Low Density Residential
-  Adjacent Redevelopment Potential



Transit: **Gold Line Streetcar**

- Alignment integrated into site & adjacent to development
- Maximize access





Mid Rise – Mixed Use



Integrated Transit

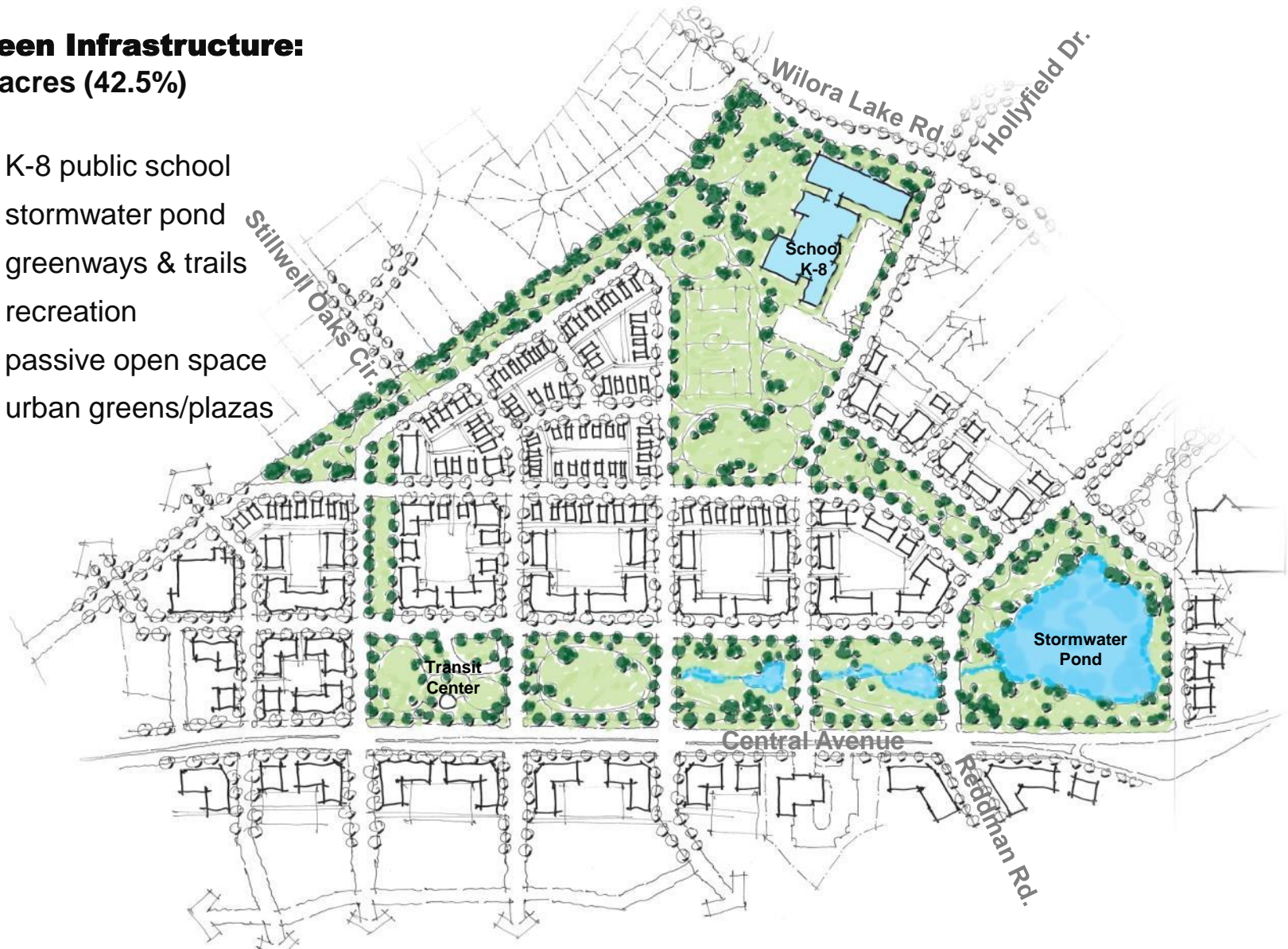


Housing Options

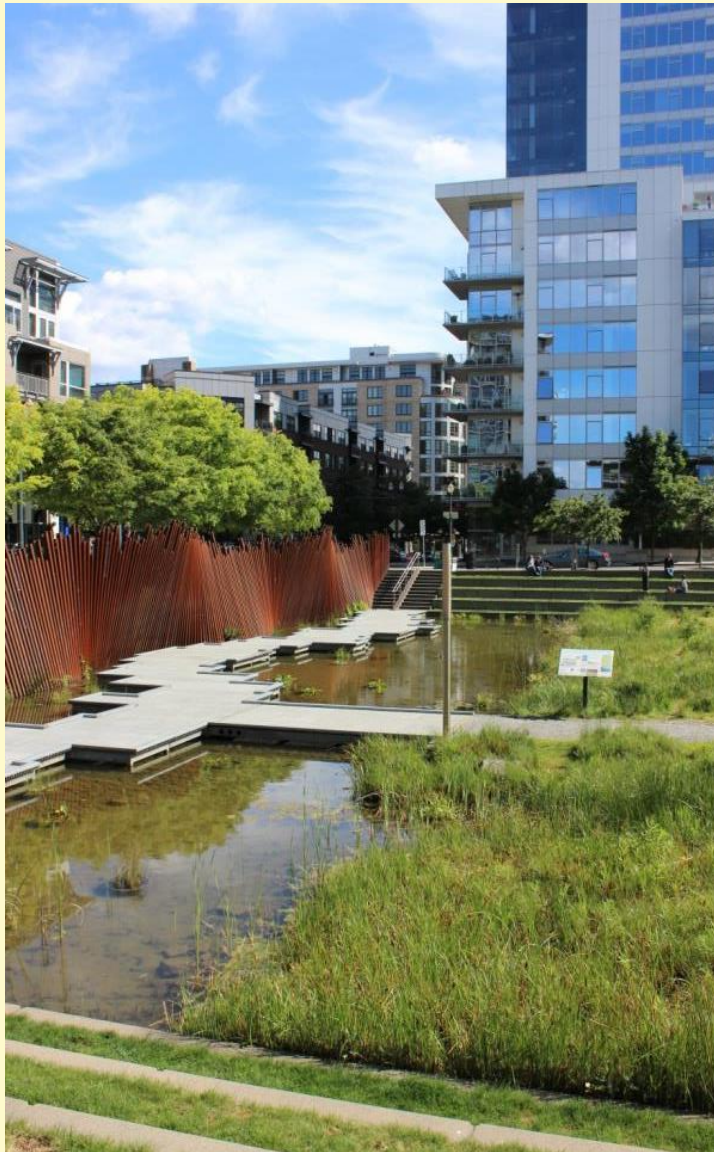
Green Infrastructure:

34 acres (42.5%)

- K-8 public school
- stormwater pond
- greenways & trails
- recreation
- passive open space
- urban greens/plazas



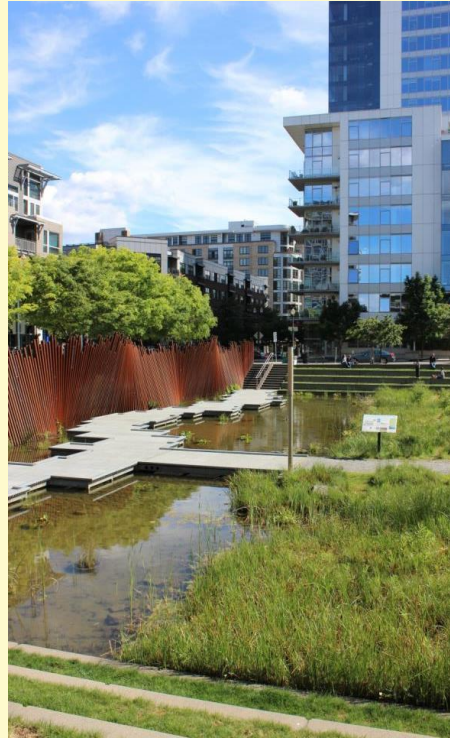






Unique Charlotte Opportunity...

- Model for sustainable design
- Civic partnerships (school, park)
- Walkable, mixed use place making
- Integration of existing and future transit



Next Steps

School - authorize staff to:

- Finalize sale agreement with CMS
- Rezone portion of property associated with CMS transaction

Parks – authorize staff to:

- Continue collaborative efforts with Park & Recreation to examine concepts on the property

Private Investment – authorize staff to:

- Further assess site development needs for private development